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Navy Professional Reading Program: Results of the 2007 Survey

Zannette A. Uriell
J. Scott Johnson

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Reviewed and Approved by
Paul Rosenfeld, Ph.D.
Institute for Organizational Assessment

Released by
David L. Alderton, Ph.D.
Director

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Foreword

The Chief of Naval Operations has stated that "just a little time spent reading each week will pay big dividends in [a Sailor's] personal and professional growth...." (*Navy Professional Reading Program Guide*, pg. 1). To that end, the Navy Professional Reading Program was created to improve critical thinking, foster appreciation, and stimulate discussion about the role of the Sailor and the Navy. Early in the process, the Naval War College, as executive agent of the program, requested baseline survey data to determine perceptions of the program. Additional questions were added to assess general reading habits of Sailors. Results of the first-of-its-kind Navy Professional Reading Survey are presented here, with recommendations of how to improve the program in future years.

The authors would like to thank the many Navy Sailors who took the time out of their day to respond to the survey; this annotated brief would not be possible without their input. Additionally, the authors gratefully acknowledge Michael Barker, John Jackson, and the Naval War College for their outstanding support and sponsorship of this project.

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DAVID L. ALDERTON, Ph.D.
Director

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Navy Professional Reading Program Survey Results

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Reading lists have long existed in the Navy and the other military services. In FY07, at the direction of the Chief of Naval Operations, the Navy adopted a formal Professional Reading Program, with funds allocated to purchase and distribute sets of books to units. This annotated brief presents the results of a survey conducted toward the end of the first year of program implementation.

Overview

- Background

- Method

- Survey Results
  - Navy Reading Habits
  - Navy Professional Reading Program

- Summary

- Recommendations

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This annotated brief lays out the background and methodology of the survey. There were two primary parts of the survey; the first section served as an assessment of current reading habits of Navy personnel, while the second was an assessment of the reading program itself. A summary of findings and recommendations are included based upon the survey results.

Background

- Navy historically has had reading lists, created by CNO, MCPON, etc.
- A formal CNO-directed Professional Reading Program was introduced in FY07
  - Open to all personnel, with reading lists available for 5 different career stages (Junior Enlisted, Leading Petty Officer, Division Leader, Department/Command Leader, Senior Leader)
  - Includes both fiction and nonfiction books
  - Covers 6 key subjects: Leadership, Naval and Military Heritage, Joint and Combined Warfare, Regional and Cultural Awareness, Critical Thinking, and Management and Strategic Planning
- NPRP designed to encourage reading, learning, and critical thinking, as well as encourage discussion among readers

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The Navy has historically had specialized libraries, bibliographies, and reading lists. In January 1944, the All Hands magazine (then entitled the Bureau of Naval Personnel Information Bulletin, http://www.navy.mil/allhands.asp) published a bibliography "of available books dealing with the Navy and with naval matters" (Bureau of Naval Personnel, 1944a), prepared by the Bureau of Naval Personnel's Welfare Division (Library Section). This was followed with an article about libraries (Bureau of Naval Personnel, 1994b) and with monthly book lists starting in July of 1944 until February of 1965.

In January of 1999, All Hands began publishing the yearly reading list from the Master Chief Petty Officer of the Navy (MCPON), based upon the Chief Petty Officer Indoctrination course's (NAVEDTRA 38202-B) Naval Heritage/Core Values Reading Guide (https://www.netc.navy.mil/cnet/cpoic/appendix/sgappen-a.pdf). This list was originally prepared in March of 1997 and was updated yearly after 2000. This list was also published in All Hands through January of 2006, when the Chief of Naval Operations (CNO)-directed Navy Professional Reading Program (NPRP) was introduced.

The NPRP is a formal program that is open to all personnel (Chief of Naval Personnel, 2006). Reading lists were originally prepared for five different experience (career stage) levels, although participants could read any of the books. Six subjects are included, to encourage reading, learning, and critical thinking about the maritime profession, sea power, knowledge of warfare, and military heritage. For additional program details, see the NPRP website at http://www.navyreading.navy.mil .

The NPRP Survey was designed to provide overall feedback on the first year of program implementation. Survey questions were designed with input from the NPRP executive agent, the Naval War College (NWC). Where possible, questions were adapted from other surveys about reading and reading programs as well as general leisure needs surveys.

Because there is no list of NPRP participants, the survey was designed for all personnel. Questions about general reading habits were asked before delving into opinions about the NPRP. This gave the survey sponsor (NWC) insight about both participants and non-participants that could be used to enhance the program as well as suggestions from participants.

Method

- Notification letter, including web address and user ID, sent in mid-June 2007; 3 reminder letters sent before field closed in late August 2007
- Primary Random Number (PRN) sampling used to minimize overlap of sample with other large-scale, Navy-wide surveys

Sent	9,790
Accessed	2,181
Useable	2,164
Return-to-Sender	1,009
Weighted Response Rate	21%

All results weighted by respondent groups to reflect the Navy population of those groups.

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The NPRP Survey was a web-based survey (see Appendix A), but notification letters to inform participants of their selection (Appendix B) were sent in June 2007 through the United States Postal Service. These letters contained the web address of the survey as well as their unique user ID, which could be used to save and resume the survey at any point but could only be used for one complete submission. Respondents were sent 3 reminder letters (Appendix C) before the field closed in late August 2007.

Respondents were active component members selected based upon their experience levels (as defined by the NPRP). The Defense Manpower Data Center (DMDC) Sample Planning Tool (Kavee & Mason, 2001) determined an optimum sample size of 9,790. Of those invited to participate, 2,181 accessed the survey and 2,164 provided useable information by completing over 50 percent of the questions that everyone could answer and also provided their paygrade information, information needed for statistically weighting the results to the Navy-wide population.

One thousand nine letters never reached their intended participant, yielding a weighted response rate of 21 percent (American Association of Public Opinion Research (AAPOR) Response Rate Formula 4).

All responses were weighted to reflect the Navy population at the time. The data were analyzed using SPSS (Version 16, 2008). Maximum margins of error for the overall reading habit questions were ±2.7 percent for overall results and ±4.9 percent for the subgroups, as computed by the Complex Samples portion of SPSS. Maximum margins of error for the program participation questions were ±4.1 percent for the overall sample, ±10.4 percent for Junior Enlisted, ±8.2 percent for LPO, ±6.1 percent for Division Leaders, ±5.7 percent for Dept/Command Leaders, and ±5.1 percent for Senior Leaders.

Demographics

Groups	
Junior Enlisted (E-2 to E-4)	36%
Leading Petty Officer (E-5 to E-6)	37%
Division Leader (E-7, O-1 to O-3, W-2)	16%
Department/Command Leader (E-8 to E-9, O-4 to O-5, W-3 to W-4)	9%
Senior Leader (CMC, O-6, W-5)	1%
Gender	
Male	85%
Female	15%
Career Plans	
Plan to reenlist/continue	58%
Plan to retire	57%
Education	
HS education or less	22%
Some college, no degree	44%
Associate's degree or other 2-year degree, or higher	35%

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The above table shows the weighted results for the demographic questions. While the sample was not selected based on gender, weighting the results yielded the gender breakdown that mirrors that of the Navy.

Navy Reading Habits

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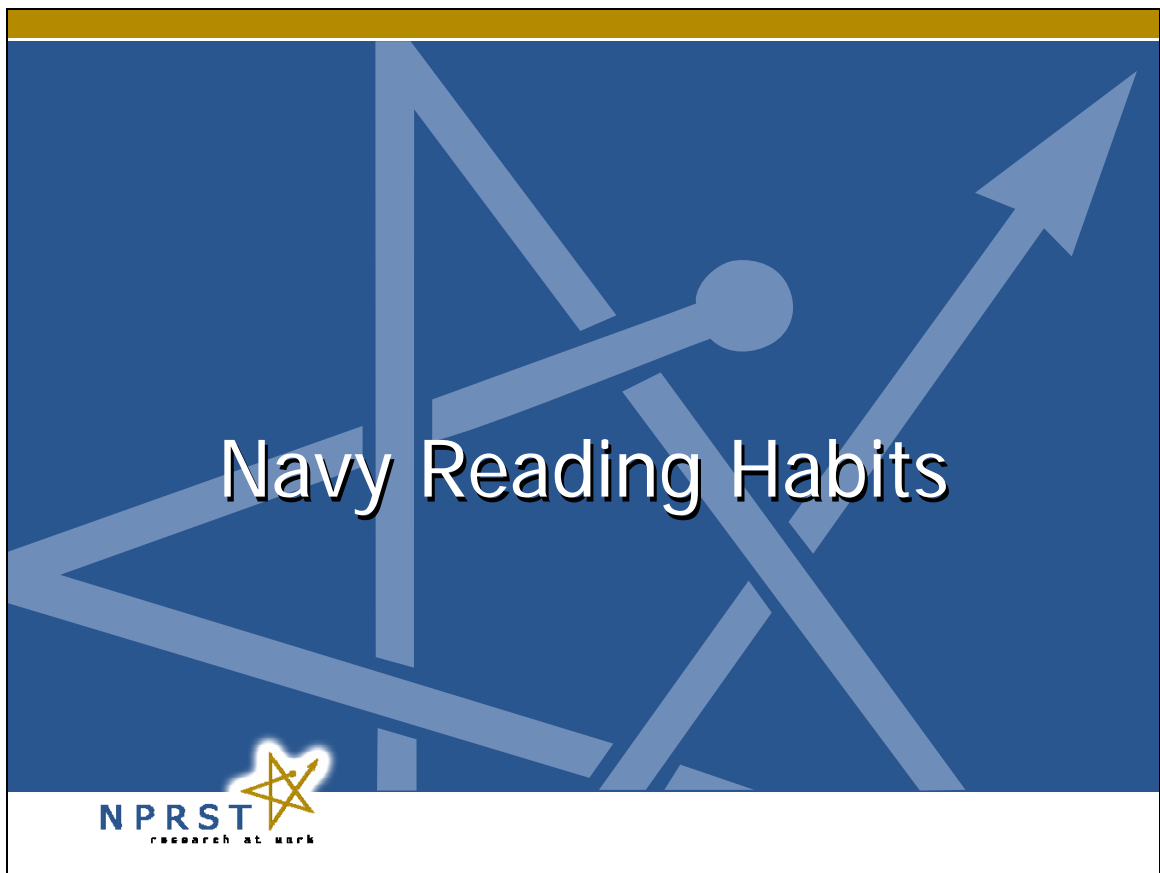
The first section of the survey dealt with general reading habits. Recent studies (e.g., National Endowment for the Arts, 2004) have found decreases in some reading habits, so including this section would allow comparisons to civilian results as well as provide a baseline of Navy reading habits.

Reading Habits

The majority of Navy personnel consider themselves to be at least "casual" readers. Senior leaders are more likely to consider themselves "avid" readers than the other groups. Additionally, 65% have read a book more than once (ranging from 62% for Division Leaders to 72% for Senior Leaders).
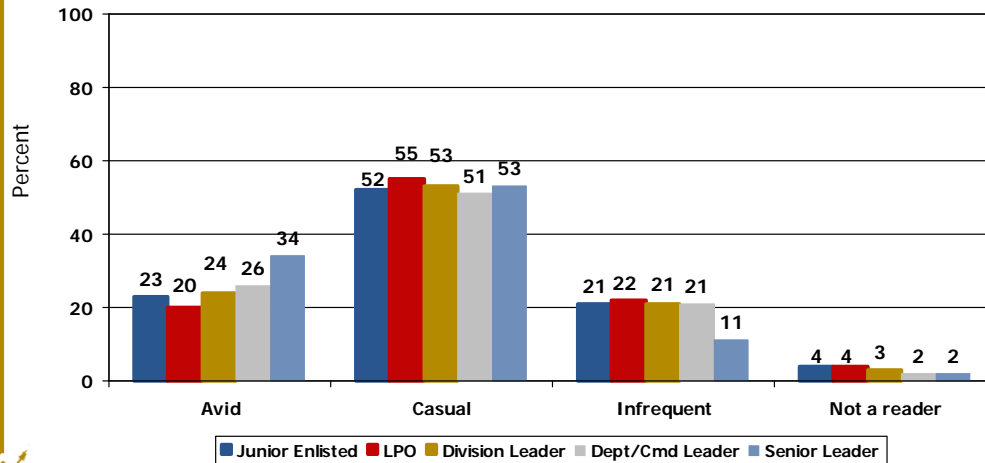
Question 5. Of the following, which best describes you?

Respondents were asked which of four categories of type of reader best described them. Only the four answer responses were used; no additional descriptions were provided so the results reflect how the respondent views himself or herself.

Over one-half describe themselves as casual readers, with another quarter considering themselves to be avid readers. Four percent or less said they don't consider themselves to be a reader.

As another gauge of the type of reader, respondents were asked if they had read a book more than once, just because they wanted to do so. About two-thirds (up to 72% of Senior Leaders) indicated that they had.

Reading Newspapers for Pleasure

Almost one-half or more read printed or online newspapers for pleasure at least weekly, including 84% of senior leaders who read printed newspapers.
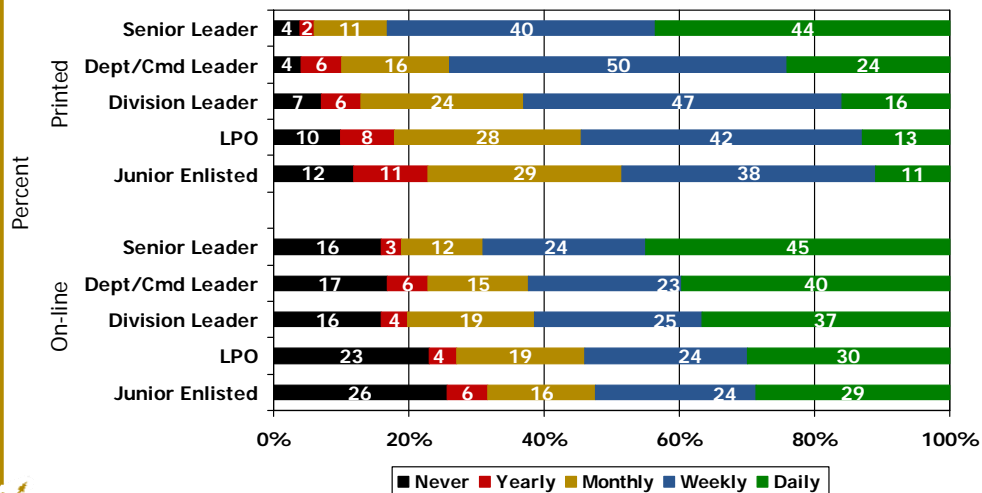
Printed

Group	Never	Yearly	Monthly	Weekly	Daily
Senior Leader	4	2	11	40	44
Dept/Cmd Leader	4	6	16	50	24
Division Leader	7	6	24	47	16
LPO	10	8	28	42	13
Junior Enlisted	12	11	29	38	11

On-line

Group	Never	Yearly	Monthly	Weekly	Daily
Senior Leader	16	3	12	24	45
Dept/Cmd Leader	17	6	15	23	40
Division Leader	16	4	19	25	37
LPO	23	4	19	24	30
Junior Enlisted	26	6	16	24	29

Percent

■ Never ■ Yearly ■ Monthly ■ Weekly ■ Daily

Question 7. About how often do you read each of the following for pleasure (not as part of your job)?

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There are a variety of reading materials, four of which were included on the survey and across the next three pages. The first was newspapers, both in printed and on-line forms. About one-half or more of respondents read a printed newspaper on at least a weekly basis; seniors groups were more likely to do so than juniors.

A larger percentage indicated that they never read on-line newspapers as compared to printed newspapers, but on-line newspapers tend to be read more frequently than printed newspapers; the percentage who read on-line newspapers daily ranged from 29 percent to 45 percent, while printed newspapers ranged from 11 percent to 44 percent.

Reading Magazines for Pleasure

Magazines are read more often when they are printed than online, with at least 50% of all groups reading printed magazines for pleasure at least weekly.
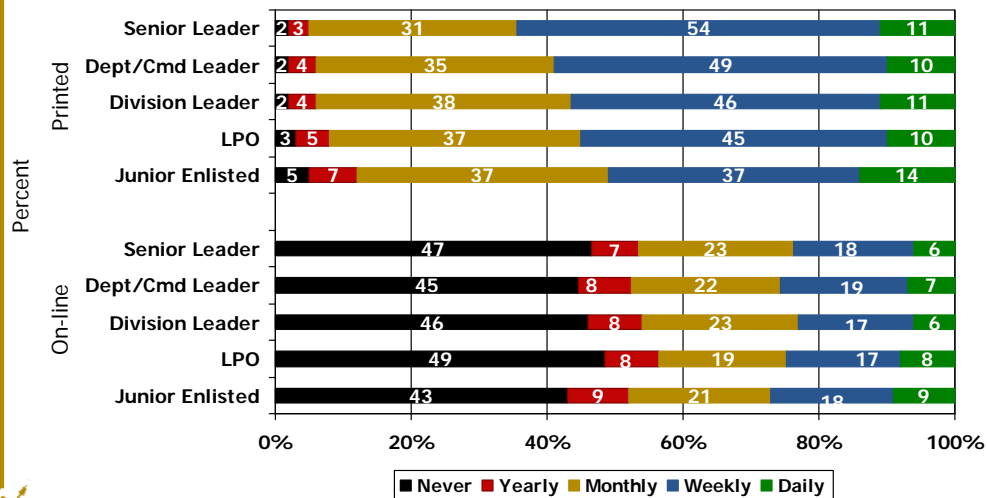
Printed

Group	Never	Yearly	Monthly	Weekly	Daily
Senior Leader	2	3	31	54	11
Dept/Cmd Leader	2	4	35	49	10
Division Leader	2	4	38	46	11
LPO	3	5	37	45	10
Junior Enlisted	5	7	37	37	14

On-line

Group	Never	Yearly	Monthly	Weekly	Daily
Senior Leader	47	7	23	18	6
Dept/Cmd Leader	45	8	22	19	7
Division Leader	46	8	23	17	6
LPO	49	8	19	17	8
Junior Enlisted	43	9	21	18	9

Percent

Legend: ■ Never ■ Yearly ■ Monthly ■ Weekly ■ Daily

Question 7. About how often do you read each of the following for pleasure (not as part of your job)?

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Magazines tend to be published less frequently than newspapers, so it is not surprising that magazines are read less frequently than newspapers. Magazines tend to be read by most respondents in printed format (almost half of respondents do not read on-line magazines) either on a weekly or monthly basis.

The differences in magazine reading frequency between the experience groups are not as pronounced as the differences seen for newspaper reading.

Reading Books and Comic Books for Pleasure

Almost half of all groups read books for pleasure at least on a weekly basis. Few indicate they never read books for pleasure. Of those with young children, the majority (94% overall) read to them, regardless of paygroup.

Books

Group	Never	Yearly	Monthly	Weekly	Daily
Senior Leader	1	16	28	29	25
Dept/Cmd Leader	5	21	30	22	21
Division Leader	4	21	29	23	24
LPO	10	18	30	21	22
Junior Enlisted	9	18	29	21	23

27% of U. S. population reports not reading a book in the past year.*

Comic Books

Group	Never	Yearly	Monthly	Weekly	Daily
Senior Leader	91	8			1
Dept/Cmd Leader	87	9	3		1
Division Leader	82	11	6		1
LPO	71	17	7	3	2
Junior Enlisted	64	17	12	5	2

Percent

Legend: ■ Never ■ Yearly ■ Monthly ■ Weekly ■ Daily

Question 7. About how often do you read each of the following for pleasure (not as part of your job)?
* Associated Press Poll, conducted by Ipsos Public Affairs, August 2007.

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Results for books (excluding children's books) show that almost half of all groups read books for pleasure on at least a weekly basis. Few (10% or less) said they never read a book, lower than civilian results although questions were worded differently (Fram, 2007). Senior groups are less likely to indicate "Never" than junior groups; however, juniors are more likely to read comic books than seniors.

Respondents who have young children were asked if they read to/with their children. Most (94%) indicated that they did.

Key Reasons for Not Reading

The most common reasons for not reading include reasons such as books being "too boring" (selected by 62% of junior enlisted), "don't want to sit when I could be doing" (70% of LPOs and 76% of division leaders), and "no time" (46% of department/command leaders and 57% of senior leaders). As paygrade increases, respondents are more likely to indicate that they read too much for work.

%					
	Junior Enlisted	LPO	Division Leader	Dept/Cmd Leader	Senior Leader
No time	41	43	67	46	57
Too many interruptions	22	33	52	21	29
Too boring/books put me to sleep	62	48	43	33	14
Haven't found a type of book that I like	27	23	24	0	0
I read too much for work	19	18	38	42	57
Don't want to sit when I could be doing	60	70	76	33	43
Prefer to talk to others	24	33	24	8	14

Question 9. (If you selected "Never" to reading books in the previous question) Why don't you read books for pleasure? (Mark all that apply.)
Note: Only those reasons selected by at least 20% of one group are shown in the table.

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Those who indicated that they never read books were asked their reasons for not reading. The top 7 (selected by at least 20% of one group) of 13 possible are listed in the table above; the complete list is available later in this report. Forty-one percent or more of all groups indicated that they do not have time (increasing to 67% of Division Leaders and 57% of Senior Leaders).

Two answers seem dependent on experience level, with results increasing or deceasing as experience increases. Senior Leaders were least likely to believe that books are too boring but were most likely to believe that they read too much for work. Three answers show more of a junior/senior split, where the lower three experience levels are similar to each other and different from the two more senior groups. Juniors are more likely than seniors to say that they have not found a type of book they like (no seniors indicated this), that they don't want to sit when they could be active, and that they prefer talking with others.

Reasons for Reading

The most common reason to read for all groups is "to learn new things," followed by "to relax." Junior enlisted are more likely to "fill spare time" or "escape from reality" while senior leaders are more likely to read "to better understand and interact with other people."

%					
	Junior Enlisted	LPO	Division Leader	Dept/Cmd Leader	Senior Leader
To learn new things	82	84	85	84	90
To escape from reality	46	37	39	27	25
To fill spare time	66	52	48	40	32
It's convenient/take a book anywhere	39	39	37	34	40
To better understand and interact with other people	32	37	40	41	51
To relax	72	74	73	77	77

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Question 10. (If you selected that you read books at least yearly) Why do you read books for pleasure? (Mark all that apply.)

Respondents who read for pleasure on at least a yearly basis were given six possible reasons why they read and asked to select all those that were applicable. The two most common answers across all were that they read to learn new things or to relax. Just over one-third consistently say it is convenient.

As with reasons for not reading, some answers varied based on experience. Senior Leaders are least likely when compared to others to read to escape from reality or fill spare time, but more likely to read to better understand and interact with others.

Last Book Read

The majority indicate that their last book read was a non-fiction book, with history being the most common non-fiction genre. Although the majority of junior enlisted last read a non-fiction book, the most common genre was actually science fiction/fantasy (11%). Results for the U. S. population* indicate popular fiction (54%) and non-fiction history books (54%) were the most common books read in the last year (other than religious texts).

	Junior Enlisted	LPO	Division Leader	Dept/Cmd Leader	Senior Leader
%					
Fiction	31	28	23	15	13
Most common:	SciFi (11%)	Mystery/ Thriller/ Crime (10%)	SciFi (6%)	Action/ Adventure (5%)	Mystery or Action (4% tie)
Non-fiction	69	72	77	85	87
Most common:	Military (9%)	History (12%)	History (12%)	History (16%)	History (19%)

Question 11. (If you selected that you read books at least yearly) The LAST book I finished reading was (Select ONE):
* Associated Press Poll, conducted by Ipsos Public Affairs, August 2007.

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As a gauge of book genres that might be appropriate for the reading list, readers were asked about the last book they finished reading as well as their likelihood of reading all genres. All groups were most likely to have last read a non-fiction book, specifically a history book (for four of the five experience levels); history books were also the most common genre for four of the five groups. The single most common genre for Junior Enlisted was Science Fiction (11%).

Likelihood of Reading Different Genres - Top 5 Overall

Those who read are most likely to read non-fiction history or fiction action/adventure. Senior leaders are more likely to read the top non-fiction genres listed below while junior enlisted are more likely to read top fiction genres.

% "Very likely"/"Likely"					
	Junior Enlisted	LPO	Division Leader	Dept/Cmd Leader	Senior Leader
Fiction					
Action/Adventure (67% overall)	68	69	63	64	59
Mystery/Thriller/Crime (56% overall)	60	59	47	48	44
General (48% overall)	48	48	48	44	44
Science Fiction and Fantasy (47% overall)	55	47	43	33	27
Horror (36% overall)	44	39	22	17	6
Non-fiction					
History (69% overall)	66	69	69	74	78
Military (60% overall)	55	60	65	67	69
Health, Mind, Body (55% overall)	59	57	49	40	41
Biography (53% overall)	47	54	54	63	70
Science (52% overall)	56	51	50	46	48

Question 12. (If you selected that you read books at least yearly) How likely are you to read each of the following types of books?

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The last book read provides a snapshot of Navy reading, but does not cover the range of possible genres. The table above lists the top five fiction and non-fiction genres that respondents said they were likely or very likely to read. Sixty-nine percent of all respondents (increasing with experience) are likely or very likely to read history books and 57 percent overall (decreasing with experience) are likely or very likely to read action/adventure books.

Most of the top fiction selections decrease in likelihood as experience increases. The opposite generally occurs for the top non-fiction genres; only health/mind/body shows a decrease as experience increases.

Audio Books

Interest in audiobooks increases with paygrade. The majority own an MP3 player or phone, and at least half of them would load an audiobook to it.

%					
	Junior Enlisted	LPO	Division Leader	Dept/Cmd Leader	Senior Leader
Interested in audiobooks	39	48	57	61	70
(If interested) Have listened to audio book before	70	63	76	76	81
(If interested) Know where to find audio book	73	80	84	89	94
(If interested) Viewed NKO audio book selection	5	9	8	9	10
Do you own any of the following?					
Cassette walkman/player	12	24	34	43	44
CD walkman/player	62	75	73	72	70
MP3 player	77	78	81	73	66
MP3-capable phone	36	32	27	19	15
Laptop computer	72	71	79	78	77
(If own MP3 player/phone) Likely to load audio book on MP3 player/phone	52	59	65	69	72

Questions 13-19.

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All respondents were asked about their interest in listening to a book instead of reading it. Interest increased with experience, from 39 percent of Junior Enlisted to 70 percent of Senior Leaders.

Those who were interested were asked three follow-on questions. Most who were interested had listened to an audio book before, and most knew where to find audio books (up to 94% of Senior Leaders). Few (ranging from 5% to 10%) had viewed the selections available for download on Navy Knowledge Online (NKO, https://wwwa.nko.navy.mil).

All respondents were asked if they had specific types of players that could be used for audio books. The majority owned a CD or MP3, walkman, or a laptop computer. If cost were not a factor, over half of those with MP3 players or MP3-capable phones would load audio books to them (increasing to almost three-fourths of Senior Leaders).

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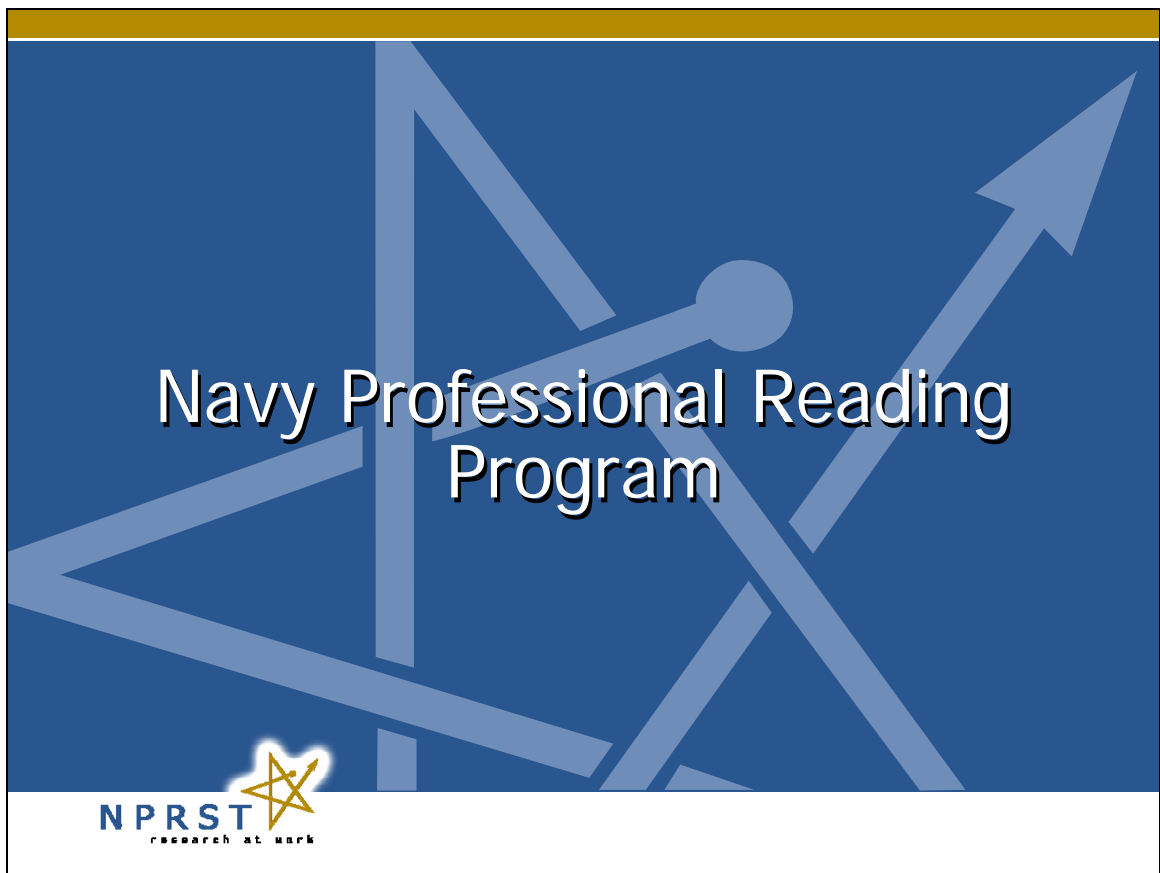
The second half of the survey dealt specifically with Navy reading lists and the NPRP in particular. Because the survey was web-based, respondents who had not participated in the NPRP could automatically skip questions that were not applicable to them.

2007 Navy Professional Reading Program Survey

I think having an official reading list or program for the Navy is a good thing

The majority (68% or more) think that having a reading list/program is a good thing. Agreement generally increases with paygrade. Few disagree.
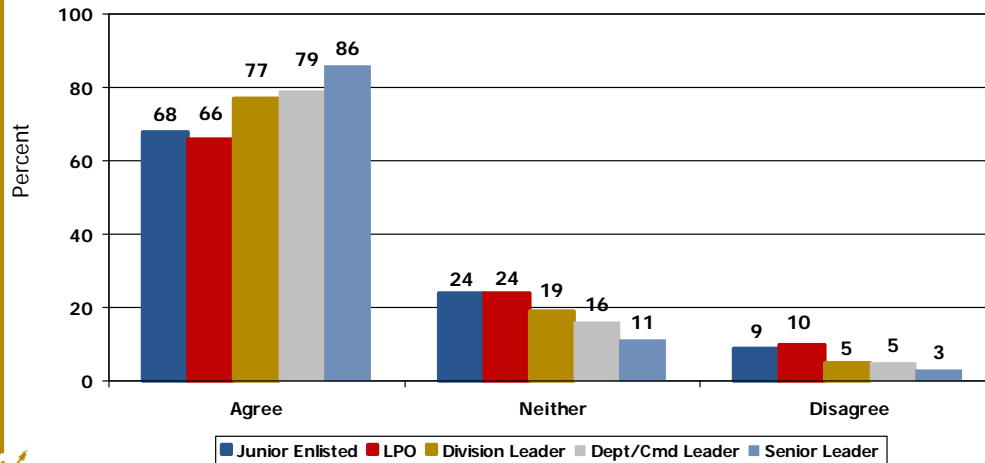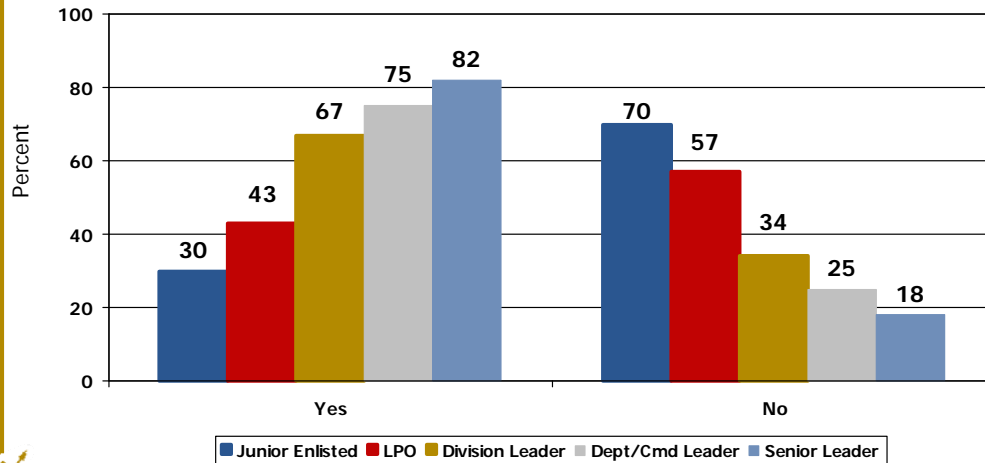
Question 20.

Overall, respondents felt that having an official reading list or program was a good thing, with agreement increasing as experience increased. Only 10 percent or less disagreed.

Prior to this survey, I was aware of the Navy Professional Reading Program

Awareness varies by group, with more senior groups much more likely to know about the program than the 30% of junior enlisted personnel. Half of those who are not aware are interested in participating (ranging from 45% for department/command leaders to 53% for junior enlisted and senior leaders). All remaining results are based upon those who indicated they were aware of the program.
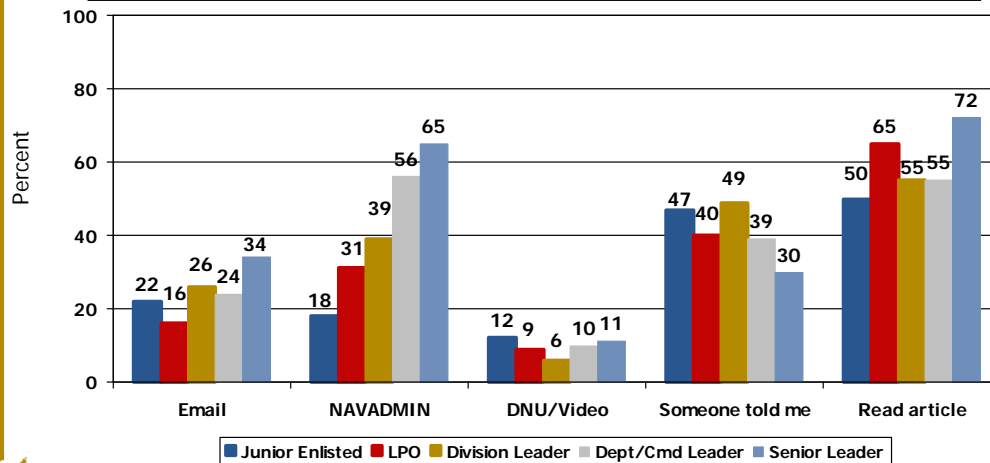
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Percent

	Yes	No
Junior Enlisted	30	70
LPO	43	57
Division Leader	67	34
Dept/Cmd Leader	75	25
Senior Leader	82	18

Junior Enlisted   LPO   Division Leader   Dept/Cmd Leader   Senior Leader

Question 21.

Program participation may be a function of awareness of the program, so respondents were asked if they'd known about the NPRP prior to the survey (although amount of knowledge was not assessed). As found on other surveys (see for example, Newell, Whittam, & Uriell [2004] or Uriell & Burress [2007] regarding the Fleet Response Plan), knowledge of programs often increases as paygrade increases. Not surprisingly then, a substantially higher percentage of Senior Leaders (82%) were aware of the program than Junior Enlisted (30%).

A follow-on question asked those who were not aware of the program if they were interested in participating. About half of all groups indicated that they were.

How did you hear about the program?

Sources of information vary by paygrade. Senior leaders have heard about the program through multiple sources. The best source for all groups is reading an article; for the more junior groups (junior enlisted, LPO, Div leader), the second best source was from someone else.

	Email	NAVADMIN	DNU/Video	Someone told me	Read article
Junior Enlisted	22	18	12	47	50
LPO	16	31	9	40	65
Division Leader	26	39	6	49	55
Dept/Cmd Leader	24	56	10	39	55
Senior Leader	34	65	11	30	72

Percent

■ Junior Enlisted ■ LPO ■ Division Leader ■ Dept/Cmd Leader ■ Senior Leader

Note: Multiple responses allowed.
Question 23. (If you are aware of the NPRP). . .

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Those who were aware of the NPRP were asked how they had heard of the program. The largest source of information was that they had read an article, regardless of experience group. Other studies have found that face-to-face communications are the most preferred method (Newell, Whittam, & Uriell, 2005), and that local command leadership is the top source of information, with IT sources (e-mail, web) and printed sources higher than radio or television (Newell, Whittam, & Uriell, 2006). The NPRP survey results also reflect this trend, with almost one-third of respondents (highest for juniors) saying that they heard about the NPRP from someone else while about 10 percent said that they had seen a Daily News Update (DNU) or video. Seniors were much more likely to have seen the NAVADMIN about the program than juniors.

Sources

News articles are again the best source, followed by command and Navy leadership. Additionally, of those who indicate they have a junior, 46% have talked to juniors (ranging from 22% for junior enlisted to 70% for senior leaders).

Legend: Junior Enlisted | LPO | Division Leader | Dept/Cmd Leader | Senior Leader
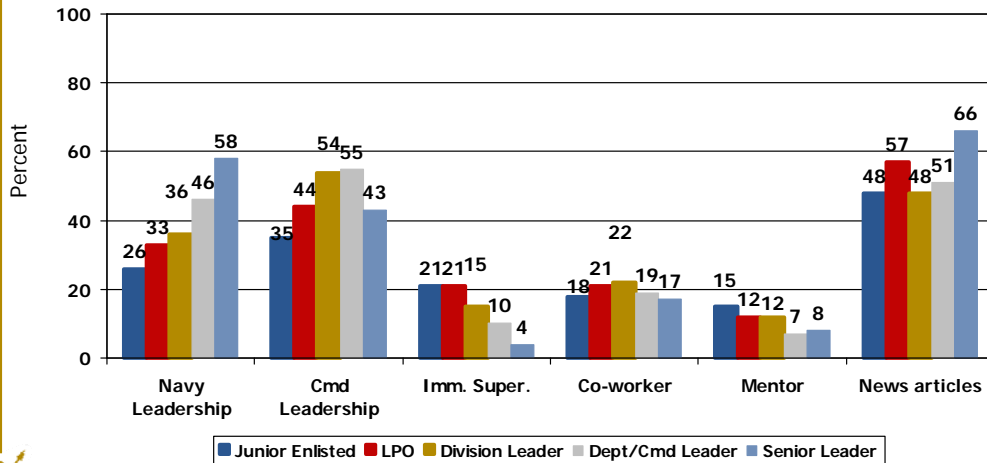
Note: Multiple responses allowed.
Question 24. (If you are aware of the NPRP) I heard about the program from my:

The survey delved into who was the source of publicity. Navy leadership and command leadership were the two most common answers, in addition to news articles.

Respondents were also asked if they had talked to their juniors about the program. Forty-six percent overall (70% of Senior Leaders) said they had.

Involvement in NPRP

Participation in the NPRP increases with paygrade, as does knowledge of whether or not their ship/command has the books. For those who participate, the majority read books at their level but may also be reading books at a different level.

%					
	Junior Enlisted	LPO	Division Leader	Dept/Cmd Leader	Senior Leader
Have visited the NPRP website	20	29	21	28	34
Ship/command has books (% Yes)	29	37	40	47	49
(% Don't know)	55	41	40	32	27
Read NPRP book	36	42	57	63	82
At experience level	93	90	92	87	93
At different experience level	91	86	85	81	81
If reading NPRP books, NPRP has increased reading	37	31	22	26	30

Question 26, 27, 28, 31. (If you are aware of the NPRP) . . .

NPRST

Being a reader and/or knowing about the program does not necessarily imply participation in the program, so respondents were asked if they participated. Very few (20% of Junior Enlisted to 34% of Senior Leaders) had visited the NPRP website.

A goal of the program was to provide every unit a set of books (CNO, 2006). Less than one-third of Junior Enlisted (to 49% of Senior Leaders) knew that their ship/command had received the shipment of books; Junior Enlisted were most likely (55%) to indicate that they did not know.

Respondents were asked if they had read any NPRP book, and then about the experience level of the book. Participation varied by experience level, with only one-third of Junior Enlisted but 82 percent of Senior Leaders having read an NPRP book. Of those who had read an NPRP book, most had read one at their level as well as at a different level.

Respondents were also asked if reading an NPRP book had increased their reading. Between one-fifth and one-third said that it had.

Reasons for not Reading NPRP Books

For those who know about the NPRP but have not read one of the books, the largest percentages indicate that they don't have time. For junior enlisted especially, the next most common reasons are that the NPRP books do not include books they like or they haven't found a book they like on the list.

%					
	Junior Enlisted	LPO	Division Leader	Dept/Cmd Leader	Senior Leader
No time	36	39	47	55	50
Too many interruptions	25	21	26	33	19
No quiet location for reading	11	6	10	13	6
Too boring/books put me to sleep	12	16	16	9	6
No access to books	12	11	14	11	11
No access to books I like	34	30	21	16	17
Haven't found a type of book that I like	34	30	21	16	17
I read too much for work	9	8	16	23	23
Waste of time/Doesn't relate to life	7	4	6	4	3
Don't want to sit when I could be doing	21	21	27	21	17
Prefer to talk to others	15	7	10	7	10
I have problems reading	0	3	2	4	1
Too expensive	7	1	7	4	4

Question 29. (If you are aware of the NPRP but have not read any of the books) Why not? (Mark all that apply.)

NPRST

Those who had not read any NPRP books were asked why they had not, with possible answers similar to what had been asked of those who did not read books. The largest group indicated that they had no time, similar to the general reading habit findings. About one-fourth also said they had too many interruptions, or that it did not have books that they liked or they had not found what types of books they liked. Few indicated that reading was a waste of time and did not relate to life.

Book Discussions/Reviews

Few have participated in organized discussions, however 31% or more (up to 64% of senior leaders) have discussed the NPRP books informally with their coworkers.

%					
	Junior Enlisted	LPO	Division Leader	Dept/Cmd Leader	Senior Leader
Participated in organized command book discussions	2	3	7	7	14
Participated in ONLINE book discussions	8	9	4	5	2
Been online reviewer	6	6	3	2	2
Discussed books informally with coworkers	31	36	44	48	64
(If applicable) Discussed NPRP books at CDB	5	6	5	11	19

Question 32-36. (If you are aware of the NPRP) . . .

The NPRP, as originally conceived, was to stimulate discussion (CNO, 2006) as well as critical thinking. Several survey questions attempted to determine if that had actually happened through the first year. Few said they had participated in organized command discussions or online book discussions. Few had been online reviewers or had discussed NPRP books at Career Development Boards (CDB). Despite these findings, about one-third (to 65% of Senior Leaders) said that they had had informal discussions with coworkers about the books.

Most Common Ways to Access NPRP Books

The most common way to access the NPRP books is to borrow from the ship/unit/command. About 1/4 to 1/2 choose to buy the books from either the Exchange or elsewhere. While 51% say accessing NPRP books is easy or very easy, only 5% say it is hard or very hard.

	Command	Base library	Civilian library	NKO	Navy Exchange	Buy elsewhere
Junior Enlisted	25	21	5	14	20	16
LPO	31	11	7	26	16	10
Division Leader	27	12	7	22	18	14
Dept/Cmd Leader	26	10	7	21	21	14
Senior Leader	31	8	5	11	24	22

Percent
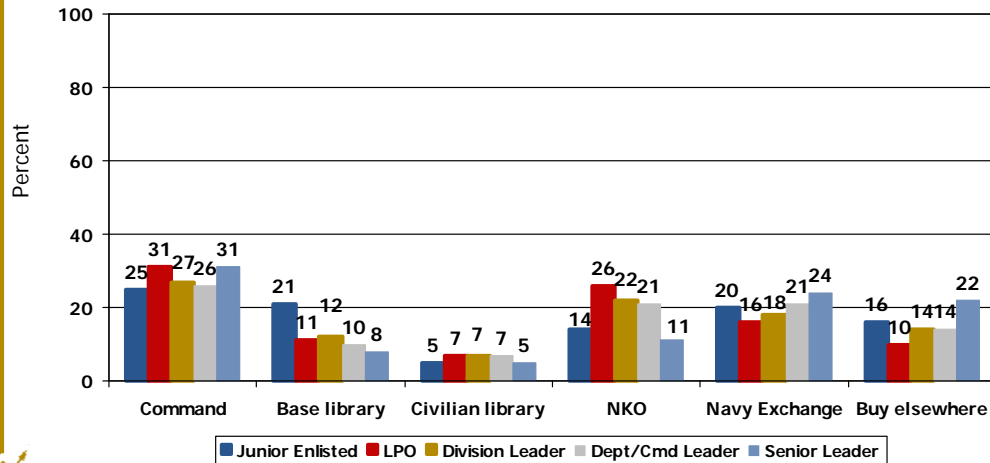
Question 38. (If you are aware of the NPRP) How are you most likely to access NPRP books?

NPRST

Because Navy funds were expended to buy books for units, one area of interest was how those who had heard of the program were most likely to obtain books to read. Borrowing from ship/unit/command and base libraries was the most likely choice for one-third to one-half of each group. Another one-third to one-half bought the books, either through the Navy Exchange (NEX) or elsewhere.

Respondents were also asked how easy it is to access NPRP books. About one-half say it is either easy or very easy; only 5 percent say it is hard or very hard.

Attitudes towards NPRP

Over half of junior enlisted and ¾ of senior leaders believe the NPRP will make the Navy of tomorrow better than the Navy of today.

% "Strongly agree"/"Agree"					
	Junior Enlisted	LPO	Division Leader	Dept/Cmd Leader	Senior Leader
My command supports the NPRP.	54	54	54	56	67
My Chain of Command supports my participation in the NPRP.	47	48	51	60	71
Participating in the NPRP will improve a Sailor's chances of promotion/advancement.	39	45	42	42	54
The NPRP will make the Navy of tomorrow better than the Navy of today.	57	50	60	59	75

Question 39. (If you are aware of the NPRP) How much do you AGREE or DISAGREE with the following statements?

N P R S T

Attitudinal questions were included on the survey to gauge perceptions of NPRP acceptance and usefulness. One-half or more indicated that their command supports NPRP (up to 67% of Senior Leaders) and their participation in the program (increasing with experience level). Junior Enlisted were least likely to believe that participating in NPRP would improve promotion chances.

Half or more (75% of Senior Leaders) believe that the NPRP would improve the future of the Navy.

Potential Titles

23% of all respondents chose to include a title or subject for consideration. The lists below indicate some of the more common genres and titles/authors (mentioned by at least 6 people).

Genres	Titles/Authors
• History (WWII especially)	• *The Art of War* (on supplemental list)
• Biography	• *Flyboys*
• Leadership	• *Gates of Fire*
• Financial Planning	• *Six Frigates*
• Ethics	• *Pentagon's New Map*
• Religion	• John C. Maxwell books
• General classics	• *Rich Dad, Poor Dad*

Question 40. (If you are aware of the NPRP, or not aware but interested in participating) If you could add one book to the NPRP list, what would it be (title and author)?

Three open-ended questions were asked of those who were aware of the program or unaware but interested, the first of which asked about potential additions to the program. Both specific titles as well as genres were provided. The lists above include those items that were mentioned by at least six people. Interestingly, two of the genres (history and leadership) are included in the NPRP and one of the titles is on the supplemental list (available on the NPRP website).

One Thing NPRP Does Right

NPRST

- Largest number of comments were either generally positive about the program or about the availability of the books

  - "I think everything is good...Wouldn't change a thing."

  - "Good cross-section of topics"

  - "Providing free material for access is a huge factor in keeping this program growing."

  - "Making the books available to the command libraries."

Question 41. (If you are aware of the NPRP, or not aware but interested in participating) What ONE thing is the Navy doing well in the NPRP that should not be changed?

Respondents were asked what one thing the NPRP is doing right and should not be changed. The largest number of respondents was positive about having the program in general or about the availability of the books. Sample respondent comments are provided above.

One Thing NPRP Does Right (continued)

- Accessibility was also key
  - Free downloadable books and free access are important components
  - Need to be able to have access aboard ship and through NKO, as well as in command libraries and at NEX

- Important to include audio books in various formats

- Promotes self-education and self-improvement

Question 41. (If you are aware of the NPRP, or not aware but interested in participating) What ONE thing is the Navy doing well in the NPRP that should not be changed?

NPRST

In addition to availability, access was key; respondents indicated that free access is important, and some provided suggestions to improve access.

Some appreciated audio books and wanted to be sure they were available in multiple formats for different players.

Other respondents pointed out that the NPRP promoted self-education and self-improvement.

Ways to Increase Participation

- Many commented on advertising at all levels
  - "Figure a way to advertise better. NKO and other Navy websites are not always the best way. Junior personnel in the fleet do not have that great of access."

  - "My command has said nothing at musters about this program. So more encouragement for mentioning it. Maybe allow commands to authorize special liberty for reading so many books."

  - "Coordinate the advertisement of it with the 'National Reading is Fundamental Week' Annually and re-emphasize the NPRP mission. There might even be a way to 'brand' a Navy message with it."

Question 42. (If you are aware of the NPRP, or not aware but interested in participating) What ONE suggestion would you make to increase participation in the NPRP?

NPRST

The third open-ended question asked for suggestions to improve participation in the program. Many discussed a need for increased/improved advertising; a few of their comments are included above.

Ways to Increase Participation (continued)

- A smaller number discussed availability of books
  - "Get libraries sent out to all commands, or direct commands to purchase. I think the weak part of this program is simply access, not lack of interest."

  - "Improve access to books by supporting on-base libraries...We do not have a library or a learning center despite a large military population, numerous training programs and a very large and active Navy College program. This is a barrier to promoting a culture of lifelong learning."

  - "Distribution of the titles is uneven at best. Large commands (i.e., CVN) do not receive sufficient copies to support the given population."

Question 42. (If you are aware of the NPRP, or not aware but interested in participating) What ONE suggestion would you make to increase participation in the NPRP?

NPRST

A much smaller number of respondents discussed the availability of books at a variety of locations.

Ways to Increase Participation (continued)

- Some discuss use of incentives/rewards or making participation mandatory
  - "More incentives for reading. Our Commanding Officer bought lunch for the personnel at each rank who read the most books over a time period. This brought people together to discuss the books and encouraged them to read from the list. I read 19 off the list (I had previously read 7)!"
  - "Provide advancement points to those who have read a minimum quantity of books."
  - "The gym has a Workout Challenge every year...If NPRP could organize something similar, perhaps have a tracking chart on your website that participants log on to and track which books they are reading and how many pages they read each day. . ."
  - "Make it mandatory for promotion for E1-E6."

Question 42. (If you are aware of the NPRP, or not aware but interested in participating) What ONE suggestion would you make to increase participation in the NPRP?

NPRST

Additional respondents discussed adding incentives or rewards to the program, or making it mandatory for promotion. The comments included above provide a sampling of the variety of suggestions.

Summary (1 of 4)

- The majority consider themselves avid or casual readers
- Newspapers are read more frequently for pleasure when they are online than when printed, but magazines are read more frequently when printed
  - Almost ½ have never read online magazines
- About half of the Navy reads for pleasure either daily or weekly
  - Only 10% or less do not read for pleasure at least on a yearly basis
- The majority who read for pleasure choose non-fiction books, particularly books about history
  - Junior enlisted are more likely to read fiction (sci-fi) than senior leaders

N P R S T

In summary, results of the NPRP Survey show that the majority of active component personnel consider themselves to be avid or casual readers of a variety of materials. Newspapers are read more frequently for pleasure when they are online than when printed, while magazines are read more frequently when printed (almost half have never read magazines online).

About half of the Navy reads for pleasure either daily or weekly, and only 10 percent or less say they do not read for pleasure at least on a yearly basis, which is lower than found on a recent civilian survey.

The majority who read for pleasure choose non-fiction books, particularly books about history, although Junior Enlisted are more like to read science fiction books.

Summary (2 of 4)

- Sailors are most likely to read non-fiction history, fiction action/adventure, or non-fiction military books

- Many are interested in audio books, especially senior leaders

- The majority agree that a reading list or program is good for the Navy
  - Of those who know about the NPRP, over half of junior enlisted and ¾ of senior leaders think the NPRP will make the Navy of tomorrow better than the Navy of today

NPRST

When asked about the likelihood of reading a variety of genres, the most popular were non-fiction history, fiction action/adventure, and non-fiction military books.

There is interest in audio books, especially among Senior Leaders.

The majority agree that having a reading list or program is good for the Navy, and those who know about the NPRP generally believe that it will make tomorrow's Navy better than today's (especially true of Senior Leaders).

Summary (3 of 4)

- Awareness of the NPRP is low (30%) for junior enlisted, but increases as paygrade increases
  - Half of those who are aware of the program want to participate

- The most common avenues for learning about the NPRP are through reading articles or through their command or Navy leadership

- At least 1/3 (up to 82% of senior leaders) of those who are aware of the program have read NPRP books

NPRST

Unfortunately, awareness of the NPRP is lower than might be desired, although the rate increases with experience. Half of those who are not aware of the program would like to participate. The most common avenues for learning about the NPRP at present are through articles of from leadership.

At least one-third of those who are aware of the program (up to 82% of Senior Leaders) have read NPRP books, often at their own level as well as at other experience levels.

Summary (4 of 4)

- While involvement in formal discussions is low, at least 1/3 (increasing with paygrade) have had informal discussions about the NPRP books

- Sailors borrow from their ship/unit/command, but many opt to buy either from the Exchange or elsewhere

- As indicated by the open-ended questions, respondents are generally positive about the program and that books are available to them

- Advertising is one area where respondents clearly thought the NPRP could improve

N P R S T

While involvement in formal discussion is low, at least one-third (increasing with paygrade) have had informal discussions about the NPRP books.

Sailors tend to borrow books from their ship/unit/command library, but many opt to buy from the NEX or elsewhere.

Respondents are generally positive about the program and the fact that books are available to them, but advertising is one area where respondents feel the NPRP could improve.

Recommendations (1 of 2)

- Develop communication plan to publicize the survey results
    - Send letter to respondents providing select results and location of more complete results
    - Publish results on NPRP website, as well as in *Navy Times* and other media

- Increase visibility of program
    - Publish articles in *Navy Times* and *Link/Perspective*
    - Present at CO/XO/CMC venues (e.g., PCO/PXO courses, Senior Enlisted Academy)

N P R S T

Based upon the results, key recommendations involve publicity, both of the survey results and of the program. Studies have shown that survey respondents believe surveys should be 2-way communications, so they know that providing their opinions was useful and worth their time. Providing feedback to respondents could also serve to improve the visibility of the program. For example, publishing articles in Navy media or even including other ads (similar to those shown here) in publications can serve to get the word out about the program. Additionally, many learn about programs from their leadership, so presenting the survey results and program information at training courses for leaders could serve to increase program visibility.

Recommendations (2 of 2)

- Increase interactivity of program at the Navy level (i.e., online)
  - Utilize on-line discussion group technology (Google Groups, if not a formal setup on NPRP website) to encourage interaction about the books on the list as well as discussion of similar books not on the NPRP list
  - Have Sailor-written reviews of the books available on the NPRP website

- Continue NPRP into FY08
  - Provide libraries to additional ships/units/commands
  - Determine how to utilize audio books on NMCI
  - Modify/expand list of books
    - » Maintain a core group into next year, but add a few additional books based upon survey findings as well as recent releases

N P R S T

Increasing interactivity of the program is another suggestion. The program was designed to stimulate discussion, but at present there is no Navy-wide discussion portal for the NPRP. On-line discussion groups exist, and may be a way of raising awareness for Junior Enlisted; as indicated in one study, many enlisted use social networking sites (Newell, Whittam, & Uriell, 2008) and this could be an avenue for NPRP interaction. An interactive site could also enable Sailor-written reviews of books, which could work also as an incentive to participate.

The survey findings show that the program should continue into the next FY, and many think having the program is good for the Navy. Suggestions for continuing include providing more libraries to the Fleet, determining how to use audio books within the confines of the NMCI network, and perhaps expanding or modifying the list of books.

Backup

Reasons for not Reading

	Junior Enlisted	LPO	Division Leader	Dept/Cmd Leader	Senior Leader
%					
No time	41	43	67	46	57
Too many interruptions	22	33	52	21	29
No quiet location for reading	8	18	19	17	14
Too boring/books put me to sleep	62	48	43	33	14
No access to books	5	0	5	0	0
No access to books I like	3	10	10	0	0
Haven't found a type of book that I like	27	23	24	0	0
I read too much for work	19	18	38	42	57
Waste of time/Doesn't relate to life	11	15	19	4	0
Don't want to sit when I could be doing	60	70	76	33	43
Prefer to talk to others	24	33	24	8	14
I have problems reading	5	3	5	4	0
Too expensive	8	3	14	0	0

NPRST

Question 9. (If you selected "Never" to reading books in the previous question) Why don't you read books for pleasure? (Mark all that apply.)

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**Appendix A:
NPRP Survey**

Navy Professional Reading Program (NPRP) Survey

Dear Survey Participant,

The Navy Professional Reading Program (NPRP) is a CNO-sponsored program designed to "ACCELERATE Your Mind" and improve the mental fitness of the Navy. The NPRP survey includes questions about your reading habits, preferred subjects, and the NPRP itself; EVEN IF YOU HAVEN'T PARTICIPATED IN THE NPRP, you still can provide leadership with valuable information. The results of this survey will provide information that can be used to make improvements to the NPRP and help shape the Navy of the future.

The success of this survey depends on you. Please answer the questions honestly and to the best of your ability. Your participation is voluntary. The information you provide on this survey will NOT become part of your permanent record and will NOT affect your career in any way.

Thank you for your participation!

PRIVACY ACT STATEMENT

User ID [   ]

This survey is being conducted by the Institute for Organizational Assessment, Navy Personnel Research, Studies, and Technology (NPRST). The information provided by this survey will be analyzed and stored in confidence by NPRST (PERS-14), Bureau Of Naval Personnel. If you have any questions, please call 1-877-270-2162 or email: MILL_NPRSTSurveys@navy.mil

[Next]

What is your current paygrade?

○ E1	○ W2	○ O1/O1E
○ E2	○ W3	○ O2/O2E
○ E3	○ W4	○ O3/O3E
○ E4	○ W5	○ O4
○ E5		○ O5
○ E6		○ O6
○ E7		○ O7 or above
○ E8		
○ E9		

Next

BACKGROUND (Continued)

Are you a FORCM, FLTCM, CMC, CNOCM?

jn **Yes**

jn **No**

Next

BACKGROUND (Continued)

Are you:

$\square$ Male

$\square$ Female

Next

How much do you *AGREE* or *DISAGREE* with the following statements regarding your current career plans?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I plan to serve out my current term of service or obligation	⊙	⊙	⊙	⊙	⊙
I plan to reenlist (Enlisted) or continue (Officer) my career with the Navy at my next decision point	⊙	⊙	⊙	⊙	⊙
I plan to stay in the Navy for a full career (20 or more years) if possible	⊙	⊙	⊙	⊙	⊙

What is the highest level of education you have completed?

⊙ Less than high school completion/no diploma
⊙ Alternate degree/GED/homestudy/adult-school certification
⊙ High school diploma/graduate
⊙ Some college, no degree
⊙ Associate's degree or other 2-year degree (A.A., A.S., etc.)
⊙ Bachelor's degree (B.A., B.S., etc.)
⊙ Master's degree (M.A., M.S., M.B.A., etc.)
⊙ Doctoral or professional degree (J.D., Ph.D., M.D., Ed.D.,etc.)

Next

READING HABITS

Of the following, which best describes you?
jn Avid reader
jn Casual reader
jn Infrequent reader
jn Not a reader

Have you ever read the same book more than once, just because you wanted to?
jn Yes
jn No

Next

About how often do you read each of the following for pleasure (<u>not as part of your job</u>):

	Never	Yearly	Monthly	Weekly	Daily
Printed newspapers	jm	jm	jm	jm	jm
On-line newspapers	jm	jm	jm	jm	jm
Printed magazines	jm	jm	jm	jm	jm
On-line magazines	jm	jm	jm	jm	jm
Comic books	jm	jm	jm	jm	jm
Books (not including children's books)	jm	jm	jm	jm	jm

Next

If you have children, do you read to/with your children?

ⓙ Not applicable (N/A), I have no children or my children are too old

ⓙ Yes

ⓙ No

Next

Why don't you read books for pleasure? (Mark *ALL* that apply.)

- No time
- Too many interruptions
- No quiet location for reading
- Too boring/books put me to sleep
- No access to books
- No access to books I like
- Haven't found a type of book that I like
- I read too much for work so don't want to read for pleasure
- Waste of time/Don't see how it relates to my life
- Don't want to sit and read when I could be doing something
- Prefer to talk to others than sit by myself
- I have problems reading
- Too expensive

Next

Why do you read books for pleasure? (Mark *ALL* that apply.)

- ℮ To learn new things
- ℮ To escape from reality
- ℮ To fill spare time
- ℮ It's convenient/I can take a book anywhere
- ℮ To better understand and interact with other people
- ℮ To relax

Next

The LAST book I finished reading was: (Select ONE)

FICTION
- ⌾ Action/Adventure
- ⌾ Horror
- ⌾ Mystery/Thriller/Crime
- ⌾ Romance
- ⌾ Science Fiction and Fantasy
- ⌾ Western
- ⌾ General Literature and Fiction
- ⌾ Poetry

NON-FICTION
- ⌾ Biography
- ⌾ Business and Finance
- ⌾ Computers and Internet
- ⌾ Health, Mind, Body
- ⌾ History
- ⌾ Home and Garden
- ⌾ Military
- ⌾ Parenting and Family
- ⌾ Politics/Government
- ⌾ Religion/Spirituality/Philosophy
- ⌾ Science
- ⌾ Self-Improvement
- ⌾ Sports
- ⌾ Travel
- ⌾ Other Non-fiction

Next

How likely are you to read each of the following types of books?

	Very likely to read	Likely to read	As likely to read as not	Unlikely to read	Very unlikely to read	Don't know
FICTION						
Action/Adventure	jn	jn	jn	jn	jn	jn
Horror	jn	jn	jn	jn	jn	jn
Mystery/Thriller/Crime	jn	jn	jn	jn	jn	jn
Romance	jn	jn	jn	jn	jn	jn
Science Fiction and Fantasy	jn	jn	jn	jn	jn	jn
Western	jn	jn	jn	jn	jn	jn
General Literature and Fiction	jn	jn	jn	jn	jn	jn
Poetry	jn	jn	jn	jn	jn	jn
NON-FICTION						
Biography	jn	jn	jn	jn	jn	jn
Business and Finance	jn	jn	jn	jn	jn	jn
Computers and Internet	jn	jn	jn	jn	jn	jn
Health, Mind, Body	jn	jn	jn	jn	jn	jn
History	jn	jn	jn	jn	jn	jn
Home and Garden	jn	jn	jn	jn	jn	jn
Military	jn	jn	jn	jn	jn	jn
Parenting and Family	jn	jn	jn	jn	jn	jn
Politics/Government	jn	jn	jn	jn	jn	jn
Religion/Spirituality/Philosophy	jn	jn	jn	jn	jn	jn
Science/Nature	jn	jn	jn	jn	jn	jn
Self-Improvement	jn	jn	jn	jn	jn	jn
Sports	jn	jn	jn	jn	jn	jn
Travel	jn	jn	jn	jn	jn	jn
Other Non-fiction	jn	jn	jn	jn	jn	jn

Next

READING HABITS (Continued)   A-13

Would you be interested in listening to a book instead of reading it?

- ◯ Yes
- ◯ No

[Next]

READING HABITS (Continued)

Have you ever listened to an audiobook?

◯ Yes
◯ No

Next

READING HABITS (Continued)

Why not?

- ⊙ Too expensive
- ⊙ No way of listening to it
- ⊙ I prefer reading to myself
- ⊙ Other [   ]

Next

READING HABITS (Continued)

Do you know where to find audiobooks?

◯ Yes

◯ No

Have you viewed the selection of audiobooks available for free on NKO (www.nko.navy.mil)?

◯ Yes

◯ No

Next

Do you own any of the following? (Mark *ALL* that apply.)

- A cassette walkman or cassette player
- A CD walkman or CD player
- An MP3 player (iPod, Zune, etc.)
- An MP3-capable phone (RAZR, Chocolate™, BlackJack, Sync, iPhone, etc.)
- A laptop computer

Next

If cost were not a factor, how likely would you be to load an audiobook on your MP3 player or MP3-capable phone?

j҄ Very likely
j҄ Likely
j҄ Neither likely nor unlikely
j҄ Unlikely
j҄ Very unlikely

Next

READING PROGRAM

I think having an official reading list or program for the Navy is a good thing.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

In October 2006, the Navy launched the Navy Professional Reading Program, a voluntary program developed to encourage a life-long habit of reading and learning among all Sailors. This program includes a selection of books, grouped by experience level and topic, that were sent to most ships and major commands in the Navy.

Prior to this survey, I was aware of the Navy Professional Reading Program.

- Yes
- No

Next

READING PROGRAM (Continued)

Are you interested in participating in a voluntary Navy reading program?

jn Yes

jn No

Next

READING PROGRAM (Continued)

How did you hear about the program? (Mark *ALL* that apply.)
- Received an email
- Saw a NAVADMIN
- Saw a Daily News Update/video segment
- Someone told me about it
- Read an article (e.g., *All Hands*, Navy NewsStand, base newspaper, *Navy Times*)

I heard about the program from my: (Mark *ALL* that apply.)
- Navy leadership (CNO, etc.)
- Command leadership (CO, CMC, etc.)
- Immediate supervisor
- Co-worker
- Mentor (formal or informal)
- News articles (e.g., *All Hands*, Navy NewsStand, base newspaper, *Navy Times*)

Have you talked to someone junior to you about the program?
- Not applicable
- Yes
- No

Next

READING PROGRAM (Continued)

Have you visited the NPRP website (http://www.navyreading.navy.mil)?

ⓙ Yes
ⓙ No

Does your ship/command have the books?

ⓙ Yes
ⓙ No
ⓙ Don't know

Have you read any of the books in the NPRP collection?

ⓙ Yes
ⓙ No

Next

READING PROGRAM (Continued)

Why not? (Mark *ALL* that apply.)

- No time
- Too many interruptions
- No quiet location for reading
- Too boring/books put me to sleep
- No access to books
- Program doesn't include books I like to read
- I read too much for work so don't want to read for pleasure
- Waste of time/Don't see how those books relate to my life
- Don't want to sit and read when I could be doing something
- Prefer to talk to others than sit by myself
- I have problems reading
- Too expensive

Next

READING PROGRAM (Continued)

Has hearing about the program or participating in the program increased your reading?

○ Yes

○ No

Next

READING PROGRAM (Continued)

Have you read books:

	Yes	No	Not sure
At your experience level?	☐	☐	☐
At a different experience level?	☐	☐	☐

Next

Have you participated in any organized book discussions at your command?

◯ Yes

◯ No

Have you participated in any ONLINE book discussions?

◯ Yes

◯ No

Have you been an online reviewer of one of the books?

◯ Yes

◯ No

Have you discussed the books informally with your coworkers?

◯ Yes

◯ No

At your most recent career development board (CDB) did you discuss one of the NPRP books?

◯ Yes

◯ No

◯ Does not apply

Next

How easy is it to access NPRP books?

- Very easy
- Easy
- Neither easy nor difficult
- Difficult
- Very difficult

How are you most likely to access NPRP books?

- Borrow from the ship/unit/command
- Borrow from the base library
- Borrow from a civilian community library
- Download/Online through NKO
- Buy from the Navy Exchange
- Buy from somewhere other than the Navy Exchange

How much do you *AGREE* or *DISAGREE* with the following statements?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't know
My command supports the NPRP.						
My Chain of Command supports my participation in the NPRP.						
Participating in the NPRP will improve a Sailor's chances of promotion/advancement.						
The NPRP will make the Navy of tomorrow better than the Navy of today.						

Next

COMMENTS SECTION

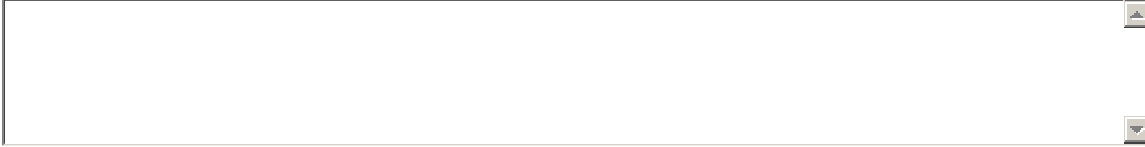**If you could add one book to the NPRP list, what would it be (title and author)? (NOTE: 1,000 character limit)**

What ONE thing is the Navy doing well in the NPRP that should not be changed? (NOTE: 1,000 character limit)

What ONE suggestion would you make to increase participation in the NPRP? (NOTE: 1,000 character limit)

Next

GENERAL COMMENTS SECTION

Thank you for your participation in this survey. If you have comments or concerns that you were not able to express while answering this survey, please use the space below to tell us about them. (NOTE: 1,000 character limit)

Next

THANK YOU!

You have completed the Navy Professional Reading Program (NPRP) Survey and your answers have been successfully submitted to the database.

You may now close this window.   Click here to go to the NPRST main page.

===
Study Name: Read
Date: Thursday, May 31, 2007 - 16:57:16
===

TABLE OF CONTENTS:

===
SKIP SECTION
===
Post-Skip: Skip from q1 to q2 if q1_paygrade<9
Post-Skip: Skip from q1 to q2 if q1_paygrade>9

Post-Skip: Skip from q8 to q10 if q7_r6>1

Pre-Skip: Skip from q10 to q13 if q7_r6=1

Post-Skip: Skip from q13 to q18 if q13=2

Post-Skip: Skip from q14 to q16 if q14=1

Post-Skip: Skip from q18 to q19 if q18_3=1 or q18_4=1
Post-Skip: Skip from q18 to q20 if q18_3=0 and q18_4=0

Post-Skip: Skip from q21 to q23 if q21=1

Post-Skip: Skip from q22 to q40 if q21=2 and q22=1
Post-Skip: Skip from q22 to thanks if q21=2 and q22=2

Post-Skip: Skip from q28 to q30 if q28=1

Post-Skip: Skip from q29 to q32 ALWAYS SKIP

A-31

Appendix B:
Notification Letter

DATE

\<Rank\> \<First\> \<Last\>
\<Command
\<Street\> Address\>
\<City\> \<State\> \<Zip\>

Dear \<Rank\> \<Last\>,

Books are a great way to learn about the world around us and improve our mental fitness. I have asked the Naval War College to lead the Navy Professional Reading Program (NPRP), which includes 60 titles that can help you develop the skills and competencies you'll need to succeed in the 21st century Navy.

To help the Naval War College maximize the usefulness of the program, you are being asked to complete the 2007 Reading Program Survey. This survey asks questions about you, your reading habits, and your awareness of and participation in the NPRP. You are one of about 10,000 Sailors randomly selected to complete the survey.

While participation in the survey is voluntary and failure to respond will not result in any penalties, the success of this survey depends on *YOU*. I encourage you to take this opportunity to give me your feedback. If you choose to respond, you can be assured that your responses will be confidential and results will be provided at the group level only.

This survey is being conducted on the Internet. Please to go http: //www.ADDRESS.HERE and take the time to answer the survey questions honestly and to the best of your ability. Your USERID for the survey is:

USERID:

The *2007 Reading Program Survey* is being conducted by the Navy Personnel Research, Studies, and Technology Department (NPRST), in Millington, TN. If you have any questions about this survey, my point of contact is Zannette Uriell; she can be reached at (901) 874-4641, (DSN) 882-4641, or zannette.uriell@navy.mil .

Thank you for taking time to provide *valuable* feedback and help us build a stronger Navy.

Sincerely,

J. L. Shuford
Rear Admiral, U.S. Navy
President, Naval War College

Appendix C:
Reminder Letters

READING 2007: FIRST REMINDER

DATE

<Rank> <First> <Last>
<Command>
<Street> <Address>
<City> <State> <Zip>

Dear <Rank> <Last>,

Recently, you were sent a letter inviting you to participate in the *2007 Navy Professional Reading Program Survey*. This survey asks about you, your reading habits, and your awareness of and participation in the Navy Professional Reading Program. Whether or not you read, we need your input to help develop this program to develop the skills and competencies you will need to succeed in the 21st century Navy.

If you have already completed the survey, we thank you for your participation. There is no need to respond to this letter or to take the survey again.

However, if you have not yet completed the survey, we encourage you to do so now.

If you would like to complete the *2007 Navy Professional Reading Program Survey* , please go to http://www.nprst.navy.mil/surveys/reading . Your USER ID for this survey is:

USER ID:

Participation in the survey is voluntary, but only through Sailor input are we able to improve the program. *Your responses will help our leaders make positive changes*. Your responses will be kept confidential.

If you have any questions, please contact Zannette Uriell, the project director, at zannette.uriell@navy.mil, (901) 874-4641, or DSN 882-4641. Thank you again for your time and input!

Sincerely,

P. ROSENFELD, Ph.D
Institute Leader, Navy Personnel, Research Studies, and Technology (PERS-14)

READING 2007: SECOND REMINDER

DATE

<Rank> <First> <Last>
<Command>
<Street> <Address>
<City> <State> <Zip>

Dear <Rank> <Last>,

  A few weeks ago, you were sent a letter signed by ADM Shuford, President, Naval War College, requesting that you participate in the *2007 Navy Professional Reading Program (NPRP) Survey*. This is a broad survey about reading in the Navy, so your input is valuable even if you have not participated in the NPRP. Data collection will end next month, and we wanted to again ask you to help us by participating in this important Navy survey. The survey may take you as little as 15 minutes to complete.

If you <u>have already</u> completed the survey, we thank you for your participation. There is no need to respond to this letter or to take the survey again.

However, if you <u>have not</u> yet completed the survey, we encourage you to do so now.

  If you would like to complete the *2007 Navy Professional Reading Program Survey,* please go to http://www.nprst.navy.mil/surveys/reading . Your USERID for this survey is:

<div align="center">

USERID: <<userid>>

</div>

  Participation in the survey is voluntary, but only through Sailor input are we able to improve the program. *Your responses will help our leaders make positive changes*. Your responses will be kept confidential.

  If you have any questions, please contact Zannette Uriell, the project director, at zannette.uriell@navy.mil, (901) 874-4641, or DSN 882-4641. Thank you again for your time and input!

      Sincerely,

      P. ROSENFELD, Ph.D
      Institute Leader, Navy Personnel, Research Studies,
      and Technology (PERS-14)

READING 2007: THIRD REMINDER

DATE

<Rank> <First> <Last>
<Command>
<Street> <Address>
<City> <State> <Zip>

Dear <Rank> <Last>,

We still need your help. You have been selected to participate in the *2007 Navy Professional Reading Program (NPRP) Survey*, sponsored by ADM Shuford, President, Naval War College. Data collection will close around 20 August 2007, and we wanted to take this last opportunity to encourage those who have not yet participated to do so. EVEN IF YOU HAVE NOT PARTICIPATED IN THE NPRP, your data is useful; Navy leadership depends on data from Sailors like you to improve programs and ultimately the Navy.

This is the last reminder; no additional letters will be sent.

- **If you <u>have already</u> completed the survey, we thank you for your participation. There is no need to respond to this letter or to take the survey again.**

- **However, if you <u>have not</u> yet completed the survey, we encourage you to do so now. It may take as little as 15 minutes of your time.**

If you would like to complete the *2007 Reading Program Survey,* please go to http://www.nprst.navy.mil/surveys/reading . Your USERID for this survey is:

USERID:

Participation in the survey is voluntary, but only through Sailor input are we able to improve the program. *Your responses will help our leaders make positive changes*. Your responses will be kept confidential.

If you have any questions, please contact Zannette Uriell, the project director, at zannette.uriell@navy.mil, (901) 874-4641, or DSN 882-4641. Thank you again for your time and input!

Sincerely,

P. ROSENFELD, Ph.D
Institute Leader, Navy Personnel, Research Studies,
and Technology (PERS-14)

Distribution

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